



OCCUPATIONAL OUTLOOK

ALAMEDA COUNTY 1996

A product of the California Cooperative Occupational Information System

Sponsored by:

**Oakland Private Industry Council, Inc.
Employment Development Department-
Labor Market Information Division (LMID)
California Occupational Information Coordinating Committee**

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Peralta Community College District
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INTRODUCTION

OVERVIEW: The Alameda County Occupational Outlook report is produced as a part of a statewide effort known as the California Cooperative Occupational Information System (CCOIS). The report is the product of a cooperative effort between the Oakland Private Industry Council, Inc. (OPIC), the Economic Development Alliance for Business (EDAB) (under the auspices of the Alameda County Board of Supervisors), the Alameda County Private Industry Council, the Peralta and Chabot/Las Positas Community College Districts, the University/ Oakland Metropolitan Forum, and the Labor Market Information Division (LMID) of the State of California Employment Development Department (EDD).

This report represents the fifth year of the Labor Market Information Program in Alameda County. The study is designed to improve the match between the needs of local employers and the skills of job seekers by providing current localized labor market information. Some of the anticipated users of the information in this report include:

- **Career Decisions:** Job seekers and career counselors can easily refer to occupations of interest and determine minimum training requirements, wage scales, future career potential and where to go for training.
- **Local Employers:** Local employers can use this report to help determine competitive wage scales and benefits, find local training providers and assess the availability of qualified workers.
- **Business Development:** Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates and wages, useful in determining the potential for business growth and development in the labor market area.

We would like to thank all of the members of the local coalition for providing the funding, guidance, and support for the study. Finally, we would like to thank all of the employers who made this report possible by taking time to respond to the survey.

USER GUIDE

The California Cooperative Occupation Information Survey (CCOIS) has been developed and is administered by LMID to gather, analyze, and distribute occupational information. LMID has access to extensive State data bases to provide information and projections concerning local labor market conditions. LMID's expertise and data bases have all been made available to the project and through this document these resources are now available to the public.

In order to aid the reader in the use of this document, the following section is designed to provide a brief understanding of the terms and concepts that are used throughout all of the Occupational Summaries. For a more detailed explanation of the project methodology, please see Appendix A.

OCCUPATIONAL INFORMATION: The occupations that were surveyed are listed alphabetically. Information in this section includes: the size of the occupation, the projected growth rate for the occupation and the Occupational Employment Statistics (OES) code number.

SIZE OF THE OCCUPATION: The size of the occupation is determined by the estimated total number of employees in an occupation. In Alameda County, the following scale is used to designate occupational size:

- **Small:** Up to 900 employees
- **Medium:** Between 900 and 1,800 employees
- **Large:** Between 1,800 and 3,800 employees
- **Very Large:** More than 3,800 employees

GROWTH: Employment growth is based on the State of California, Employment Development Department, Labor Market Information Division's **Projections of Employment by Industry & Occupation (Alameda County 1992-1998)** and supplemented by employer responses regarding the number hired during the last year and employer projections. This growth rate represents the total increase in jobs that is expected during the projection period 1992-1998. EDD projects an 8.1% growth rate for all occupations for six years in Alameda County. The following terms are used to describe the rate of growth:

- **Much Faster than Average:** Greater than 12.15%
- **Faster than Average:** Between 8.9% and 12.14%
- **Average:** Between 7.3% and 8.9%
- **Slower than Average:** Below 7.29%

SUPPLY/DEMAND ASSESSMENT: This section focuses on the difficulty that surveyed employers reported in finding both qualified inexperienced and experienced job applicants. The terms used in describing the local supply/demand situation are:

- **Very Difficult:** Demand is considered greater than the supply of qualified applicants. Employers often cannot find qualified applicants when an opening exists.
- **Somewhat Difficult:** Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.
- **A Little Difficult:** Supply is somewhat greater than the demand for qualified applicants and applicants may experience competition in job seeking.
- **No difficulty:** Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

OES CODE: The occupational titles, definitions and code numbers are based on the Occupational Employment Statistics (OES) Dictionary published by the Bureau of Labor Statistics (BLS).

WAGES: The wage data enables comparison of salaries across occupations through wage ranges. The data are not intended to represent the official prevailing wages. The ranges are based primarily on employers' survey responses and union contracts. Wage data was collected between May and December 1996 and reflects the following categories:

- **New hires, no experience:** The wages of persons trained or untrained but with no paid experience in the occupation.
- **New hires, with experience:** The starting wage paid to journey-level or experienced persons just starting with the firm.
- **Experienced, after 3 years:** The wages of persons with three years of experience at the firm.

FRINGE BENEFITS: Information on benefits and tips/commissions that an employee can expect to receive are covered in this section.

TRAINING, EXPERIENCE, AND OTHER REQUIREMENTS: This section of the summary presents data on the types and amounts of work experience, training, or other requirements that surveyed employers look for in job applicants. When reference is made to "Almost All", "Most", "Many", "Some", or "Few", the following guidelines have been applied:

- **Almost All Employers:** Reflects 75% to 99% of the survey respondents;
- **Most Employers:** Reflects more than 50% to 74% of the survey respondents;
- **Many Employers:** Reflects 36% to 50% of the survey respondents;
- **Some Employers:** Reflects 10% to 35% of the survey respondents ;
- **Few Employers:** Reflects less than 10% of the survey respondents.

ADMINISTRATIVE SERVICE MANAGERS - (OES 1301140)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Administrative Service Managers plan, organize, direct, control, or coordinate the supportive services department of businesses, agencies, and organizations. Typical Administrative Service Managers are Program Managers and Contract Administrators. This occupation does not include Procurement Managers or Managers who spend less than 80% of their time in administrative services.

Number of employers responding to survey: 17

Number of employees in responding firms: 88

Occupation Employment Levels

Almost all employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Few employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Few employers surveyed expect employment in this occupation to “grow” over the next 3 years. Almost all employers expect employment in this occupation to “remain stable” over the next 3 years. Few employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Most new hires have a High School diploma or equivalent. Few new hires have college credits but not degree. Some new hires have an Associate or Bachelor’s Degree.

EXPERIENCE

Some employers “sometimes” require work experience. Almost all employers “usually” or “always” require work experience. Almost all employers “never” or “sometimes” substitute training for work experience.

Twenty- four months of experience as a Program Manager, Office Manager, or Executive Assistant is the type of experience expected in this occupation.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Some employees are part-time with work hours averaging 24 hours per week.

For employees hired during the last 12 months, 58% resulted from turnover vacancies, 33% from job growth (new positions), and 9% from promotions. Most employers promote, usually into Executive Management positions. Many employers do not promote.

Some (26%) employees are male. Most (74%) employees are female. Few of the firms surveyed have Union employees. These employees represent (1%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Business math skills
Ability to maintain financial records
Office management skills
Ability to manage an activity or department
Ability to plan and organize the work of others
Report writing skills
Supervisory skills

BASIC AND PERSONAL

Ability to work independently
Ability to apply complex rules and regulations
Public contact skills
Ability to work under pressure
Ability to deal effectively with difficult individuals
Ability to make decisions
Oral communication skills
Basic math skills
Ability to read and follow instructions
Ability to write effectively

Computer Skills Required:

| | |
|---|------|
| Word Processing: | 100% |
| Spreadsheet: | 73% |
| Database: | 60% |
| Desktop Publishing: | 13% |
| Other (Data Entry, proprietary Personnel software): | 33% |

WAGES

| <u>Experience</u> | <u>Range</u> | <u>Median</u> |
|-----------------------|-----------------|---------------|
| New, no experience: | \$7.98-\$15.98 | \$11.27 |
| New, with experience: | \$9.47-\$30.28 | \$15.00 |
| 3 years with firm: | \$11.42-\$31.17 | \$18.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 94% | 0% |
| Dental Insurance: | 94% | 0% |
| Vision Insurance: | 65% | 0% |
| Life Insurance: | 76% | 0% |
| Paid Sick Leave: | 88% | 0% |
| Paid Vacation: | 94% | 0% |
| Retirement Plan: | 65% | 0% |
| Child Care: | 29% | 0% |

Number of Firms responding: 6 out of 17 surveyed

FINDING QUALIFIED APPLICANTS

Most employers found it “somewhat difficult” to “very difficult” to find qualified experienced applicants. Many employers found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Most employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Some employers found it “not difficult” to “little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 1,330

1998 Size: 1,450

New positions (6 years): 120

6 yr. Growth rate (1992-98): 9.0%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 53% |
| Newspaper Advertisements | 65% |
| In-House Promotion/Transfer | 76% |
| Unsolicited Applicants | 12% |
| Employment Agencies | 24% |
| Public Schools/Program Referrals | 6% |
| Private School Referrals | 6% |
| EDD | 12% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 24% |

COUNTER AND RENTAL CLERKS - (OES 490170)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Counter and Rental Clerks receive articles and/or orders for services, such as rentals, repairs, dry-cleaning, and storage. They may compute cost and accept payment.

Number of employers responding to survey: 11

Number of employees in responding firms: 186

Occupation Employment Levels :

Most employers surveyed indicated that employment in this occupation “remained stable”. Many employer surveyed indicated that employment in this occupation “grew” during the last 12 months. None of the employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Some employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Some new hires have college credits but no degree. Most new hires have a High School diploma or equivalent. Few new hires have a Bachelor’s Degree.

EXPERIENCE

Some employers “never” require work experience. Many employers “sometimes” or “usually” require work experience. Almost all employers “sometimes” or “usually” substitute training for work experience. Few employers “always” substitute training for work experience.

Most employers preferred 6-12 months work experience in customer service or sales. Few employers preferred 3 months experience in dry-cleaning.

WORK PATTERNS

Most employees are full-time with work hours averaging 39 hours per week. Many employees are part-time averaging 20 hours per week. Few employees are temporary on-call with work hours averaging 6 hours per week.

For employees hired during the last 12 months, 28% resulted from temporary positions, 50% resulted from turnover vacancies, 10% from job growth (new positions), and 12% from promotions. Almost all employers promote, usually into Supervisory or Management positions. Few employers do not promote.

Many (38%) employees are male. Most (62%) employees are female.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Cash handling skills
Ability to use a calculator
Ability to operate a cash register
Ability to demonstrate knowledge of specific products

PHYSICAL

Ability to stand continuously for 2 or more hours
Ability to lift 25 lbs. repeatedly

BASIC AND PERSONAL

Willingness to work with close supervision
Ability to work independently
Customer service skills
Basic math skills
Ability to read and follow instructions
Ability to write legibly
Oral communication skills

WAGES

| <u>Experience</u> | RANGE | MEDIAN |
|--------------------------|----------------|---------------|
| New, no experience: | \$5.30-\$8.00 | \$6.50 |
| New, with experience: | \$5.50-\$10.00 | \$7.40 |
| 3 years with firm: | \$6.00-\$12.50 | \$9.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|-------------------------|-------------------------|
| Medical Insurance: | 91% | 0% |
| Dental Insurance: | 73% | 0% |
| Vision Insurance: | 18% | 0% |
| Life Insurance: | 27% | 0% |
| Paid Sick Leave: | 45% | 14% |
| Paid Vacation: | 82% | 14% |
| Retirement Plan: | 36% | 0% |
| Child Care: | 9% | 0% |

Number of firms responding: 11 out of 11 surveyed

FINDING QUALIFIED APPLICANTS

Almost all employers found it “very difficult” to “somewhat difficult” to find qualified experienced applicants. Few employers found it “a little difficult” to find qualified experienced applicants.

Many employers found it “very difficult” to “somewhat difficult” find qualified inexperienced applicants. Most employers found it “a little difficult” to “not difficult” to find inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 1,270

1998 Size: 1,430

New positions (6 years): 160

6 yr. Growth rate (1992-98): 12.6%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 64% |
| Newspaper Advertisements | 73% |
| In-House Promotion/Transfer | 36% |
| Unsolicited Applicants | 27% |
| Employment Agencies | 0% |
| Public Schools/Program Referrals | 9% |
| Private School Referrals | 0% |
| EDD | 0% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

CREDIT CHECKERS - (OES 531170)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Credit Checkers investigate the history and credit standing of individuals or business establishments applying for credit. They telephone or write given references to obtain information from credit departments of business and service establishments.

Number of employers responding to survey: 11

Number of employees in responding firms: 111

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Many employers surveyed indicated that employment in this occupation “grew” during the last 12 months. None of the employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Some employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Almost all new hires have college credits but no degree. Few new hires surveyed have Bachelors’s Degrees.

EXPERIENCE

Almost all employers “never” or “sometimes” require work experience. Some employers “usually” require work experience. Most employers “usually” or “sometimes” substitute training for work experience. Few employers “always” substitute training for work experience.

Twenty-four months of experience in a Credit Department or Customer Service is the type of experience expected in this occupation.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. A few employees are part-time with work hours averaging 15 hours per week.

For employees hired during the last 12 months, 14% resulted from turnover vacancies, 86% from job growth (new positions). Many employers promote, usually into Supervisory positions. Most employers do not promote.

Some (32%) employees are male. Most (68%) employees are female. Few of the firms surveyed have Union employees. These employees represent (90%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Data entry skills

Ability to use database software

Understanding of inventory techniques

Ability to analyze credit information to determine financial risk

Ability to compile data using a spreadsheet application on a computer

Ability to accurately record and report information

Telephone answering skills

Ability to write effectively

Business math

PHYSICAL

Ability to sit continuously for 2 or more hours

BASIC AND PERSONAL

Ability to work independently

Ability to set work priorities

Ability to work with close supervision

Ability to follow oral instructions

Organizational skills

Ability to read and follow instructions

Ability to write legibly

Oral communication skills

Computer Skills Required :

| | |
|---|-----|
| Word Processing: | 27% |
| Spreadsheet: | 36% |
| Database: | 9% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 9% |

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$7.50-\$7.50 | \$5.75-\$10.00 | \$7.50 | \$7.00 |
| New, with experience: | \$9.00-\$9.00 | \$6.90-\$15.00 | \$9.00 | \$8.50 |
| 3 years with firm: | \$11.00-\$11.00 | \$8.63-\$17.00 | \$11.00 | \$10.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 100% | 0% |
| Dental Insurance: | 82% | 0% |
| Vision Insurance: | 55% | 0% |
| Life Insurance: | 64% | 0% |
| Paid Sick Leave: | 82% | 0% |
| Paid Vacation: | 82% | 0% |
| Retirement Plan: | 64% | 0% |
| Child Care: | 9% | 0% |

Number of Firms responding: 11 out of 11 surveyed

FINDING QUALIFIED APPLICANTS

Most employers found it “somewhat difficult” to “very difficult” to find qualified experienced applicants. Many employers found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Most employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Many employers found it “not difficult” to “little difficult” to find qualified inexperienced applicants.

| |
|--------------------------|
| EMPLOYMENT TRENDS |
|--------------------------|

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 190

1998 Size: 210

New positions (6 years): 20

6 yr. Growth rate (1992-98): 10.5%

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 27% |
| Newspaper Advertisements | 45% |
| In-House Promotion/Transfer | 9% |
| Unsolicited Applicants | 9% |
| Employment Agencies | 27% |
| Public Schools/Program Referrals | 9% |
| Private School Referrals | 0% |
| EDD | 9% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 9% |

**EMPLOYMENT INTERVIEWERS
PRIVATE OR PUBLIC EMPLOYMENT SERVICE
(OES 215080)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996**

DESCRIPTION

Employment Interviewers interview job applicants in an employment office and refer them to prospective employers for consideration. They record and evaluate various pertinent data, search application files, notify selected applicants of job openings, refer qualified applicants to prospective employers, and contact employers to verify referral results and record data.

Number of employers responding to survey: 15
Number of employees in responding firms: 120

Occupation Employment Levels

Most (53%) employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some (27%) employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Some (20%) employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Most (53%) employers surveyed expect employment in this occupation to “remain stable” over the next 3 years. Many (40%) employers surveyed expect employment in this occupation to “grow” over the next 3 years. Few (7%) employers surveyed expect employment in this occupation to “decline” over the next 3 years.

EDUCATION

Almost all (79%) new hires have a High School diploma or equivalent. Some (21%) new hires that work for most of the firms surveyed have college in their backgrounds.

EXPERIENCE

Almost all (80%) employers “always” or “usually” require work experience. Some (20%) employers “sometimes” require work experience. Most (73%) employers “never” or “sometimes” substitute training for work experience. Some (27%) employers “usually” substitute training for work experience.

From 12 to 36 months of experience in counseling, recruiting, or personnel work is the type of experience expected in this occupation.

WORK PATTERNS

Most (56%) employees are full-time with work hours averaging 40 hours per week. Many (42%) employees are temporary on-call with work hours averaging 24 hours per week. Few (2%) are part-time with work hours averaging 18 hours per week.

For employees hired during the last 12 months, 77% resulted from temporary hires, 11% from turnover vacancies, 6% from job growth (new positions), and 6% from promotions. Most (71%) employers promote, usually into Supervisory or Management positions. Some (29%) employers do not promote.

Most (54%) employees are female. The remainder (46%) are male. Some (13%) of the firms surveyed have Union employees. These employees represent 38% of the employment in the surveyed firms. Few (4%) of the new hires were in Union firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Personnel interviewing skills
Ability to apply sales techniques
Record keeping skills
Telephone sales skills
Personnel recruiting skills
Counseling skills
Knowledge of EEO & affirmative action programs and guidelines

PHYSICAL

Ability to sit continuously for 2 or more hours

BASIC AND PERSONAL

Ability to work independently
Customer service skills
Tactfulness
Good written and oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 82% |
| Spreadsheet: | 64% |
| Database: | 45% |
| Desktop Publishing: | 18% |
| Other (Data Entry, proprietary Personnel software): | 27% |

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> |
|-----------------------|--------------|---------|---------------|
| New, no experience: | \$8.29 | \$13.43 | \$10.93 |
| New, with experience: | \$9.21 | \$26.37 | \$13.81 |
| 3 years with firm: | \$10.36 | \$35.00 | \$16.78 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 87% | 13% |
| Dental Insurance: | 80% | 0% |
| Vision Insurance: | 47% | 0% |
| Life Insurance: | 80% | 0% |
| Paid Sick Leave: | 73% | 0% |
| Paid Vacation: | 73% | 0% |
| Retirement Plan: | 47% | 0% |
| Child Care: | 7% | 0% |

Number of Firms responding: 13 out of 15 surveyed

FINDING QUALIFIED APPLICANTS

Most (66%) employers found it “somewhat difficult” to “very difficult” to find qualified experienced applicants. Some (34%) employers found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Most (54%) employers found it “somewhat difficult” to “very difficult” to find qualified inexperienced applicants. Many (46%) employers found it “not difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 360

1998 Size: 440

New positions (6 years): 80

6 yr. Growth rate (1992-98): 22.2%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 60% |
| Newspaper Advertisements | 87% |
| In-House Promotion/Transfer | 27% |
| Unsolicited Applicants | 20% |
| Employment Agencies | 7% |
| Public Schools/Program Referrals | 7% |
| Private School Referrals | 13% |
| EDD | 33% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 33% |

FINANCIAL MANAGERS - (OES 130020)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Financial Managers plan, organize, direct, control, or coordinate the financial activities of an organization. This occupation includes managers in banks or similar financial institutions who advise on credit and investment policy or negotiate general policy with financial or other institutions.

Number of employers responding to survey: 15

Number of employees in responding firms: 16

Occupation Employment Levels

All employers surveyed indicated that employment in this occupation “remained stable” or “grew” during the last 12 months. None of the employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Few employers surveyed expect employment in this occupation to “grow” over the next 3 years. Almost all employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Most of the firms surveyed reported that their new hires have a Bachelor’s degree. Most of the employees hired in the past year have done some Graduate study.

EXPERIENCE

Almost all employers “always” require work experience. Some employers “usually” require work experience. Most employers “never” substitute training for work experience. Some employers “sometimes substitute training for work experience. Few employers “always” substitute training for work experience. Some employers “usually” substitute training for work experience.

Most employers preferred 12-24 months work experience as a Payroll Clerk, Accountant, or Senior Accountant. Many employers preferred 48-60 months experience as a Finance Manager, Controller, or Financial Analyst.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 43 hours per week.

For employees hired during the last 12 months, 0% resulted from temporary positions, 80% resulted from turnover vacancies, 10% from job growth (new positions), and 10% from promotions. Few employers promote, usually into Management positions. Almost all employers do not promote.

Many (37%) employees are male. Most (63%) employees are female.

| |
|---------------|
| SKILLS |
|---------------|

Skills Needed Over the Next Three Years

TECHNICAL

Business math skills
Ability to plan and organize the work of others
Budget analysis skills
Cost analysis skills
Ability to hire and assign personnel
Ability to use computers in accounting applications
Ability to use word processing software
Ability to apply database management principles
Problem solving skills
Bilingual skills

PHYSICAL

Ability to sit continuously for 2 or more hours

BASIC AND PERSONAL

Understanding of a variety of cultures
Ability to work independently
Ability to motivate others
Public contact skills
Ability to work under pressure
Ability to make decisions
Oral communication skills

Computer Skills Required:

| | |
|---|------|
| Word Processing: | 100% |
| Spreadsheet: | 86% |
| Database: | 50% |
| Desktop Publishing: | 7% |
| Other (Data Entry, proprietary Personnel software): | 36% |

WAGES

| <u>Experience</u> | <u>RANGE</u> | <u>MEDIAN</u> |
|-----------------------|-----------------|---------------|
| New, no experience: | \$7.98-\$7.98 | \$7.98 |
| New, with experience: | \$9.59-\$31.17 | \$19.75 |
| 3 years with firm: | \$11.51-\$40.76 | \$22.93 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 100% | 13% |
| Dental Insurance: | 93% | 13% |
| Vision Insurance: | 60% | 7% |
| Life Insurance: | 60% | 13% |
| Paid Sick Leave: | 93% | 13% |
| Paid Vacation: | 93% | 13% |
| Retirement Plan: | 60% | 7% |
| Child Care: | 20% | 0% |

Number of firms responding: 15 out of 15 surveyed

FINDING QUALIFIED APPLICANTS

Most employers found it “very difficult” to “somewhat difficult” to find qualified experienced applicants. Some employers found it “a little difficult” to “not difficult” to find qualified experienced applicants.

Almost all employers found it “very difficult” to “somewhat difficult” to find qualified inexperienced applicants. Few employers found it “a little difficult” to find inexperienced

applicants. Some employers found it “not difficult” to find inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 4,230

1998 Size: 4,630

New positions (6 years): 400

6 yr. Growth rate (1992-98): 9.5%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 40% |
| Newspaper Advertisements | 73% |
| In-House Promotion/Transfer | 27% |
| Unsolicited Applicants | 7% |
| Employment Agencies | 27% |
| Public Schools/Program Referrals | 13% |
| Private School Referrals | 0% |
| EDD | 7% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 27% |

**FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS
PRODUCTION AND OPERATING WORKERS - (OES 810080)**

Data Collected Fall of 1996

CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

First Line Supervisors and Manager/Supervisors of Production and Operating Workers directly supervise and coordinate activities of production and operating workers, such as testers, precision workers, machine setters and operators, assemblers, fabricators, or plant and system operators. Manager/Supervisors are generally found in smaller establishments where they perform both supervisory and management functions, such as accounting, marketing, and personnel work. In addition, Manager/Supervisors may also engage, in part, in the same production work as the workers they supervise.

Number of employers responding to survey: 12

Number of employees in responding firms: 1192

Occupation Employment Levels

Almost all employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Many employers surveyed expect employment in this occupation to “grow” over the next 3 years. Almost all employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Some new hires have a High School diploma or equivalent. Few new hires that work for most of the firms surveyed have college in their backgrounds. Almost all new hires surveyed have Associate or Bachelors Degrees.

EXPERIENCE

Almost all employers “always” require work experience. Some employers “usually” or “sometimes” require work experience. Almost all employers “usually” or “sometimes” substitute training for work experience. Some employers “never” substitute training for work experience.

From 24- 36 months of experience as a Plant Superintendent, Production Manager, or Production

Supervisor is the type of experience expected in this occupation.

WORK PATTERNS

All employees are full-time with work hours averaging 40 hours per week.

For employees hired during the last 12 months, 18% resulted from turnover vacancies, 55% from job growth (new positions), and 27% from promotions. Most employers promote, usually into Supervisory or Management positions. Some employers do not promote.

Almost all (80%) employees are male. Some (20%) employees are female. Some of the firms surveyed have Union employees. These employees represent (93%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Ability to plan and organize the work of others
Ability to give oral instructions
Ability to use database, spreadsheet, and word processing software
Report writing skills
Ability to explain grievance procedures
Ability to follow safe equipment operation practices
Ability to analyze data to solve problems
Ability to write effectively
Knowledge of specific production processes
Problem solving skills
Ability to implement a progressive discipline process
Knowledge of technical aspects of subordinates' duties
Bilingual skills

PHYSICAL

Ability to use hands, arms, and fingers
Ability to stand continuously for 2 or more hours
Ability to sit continuously for 2 or more hours
Ability to lift 25 lbs. repeatedly

BASIC AND PERSONAL

Organizational skills
Ability to set priorities
Possession of mechanical aptitude
Ability to motivate others
Ability to handle crisis situations
Ability to meet deadlines
Ability to work independently

Interpersonal skills
 Ability to work under pressure
 Ability to deal effectively with difficult individuals
 Ability to manage unexpected situations or circumstances
 Ability to manage a multi cultural workforce
 Ability to manage multiple priorities
 Basic math skills
 Ability to read and follow instructions
 Ability to write legibly
 Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 71% |
| Spreadsheet: | 43% |
| Database: | 14% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 43% |

| |
|--------------|
| WAGES |
|--------------|

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|-----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$7.50-\$7.50 | \$8.63-\$17.26 | \$7.50 | \$12.79 |
| New, with experience: | \$8.75-\$21.86 | \$11.51-\$21.29 | \$15.31 | \$17.50 |
| 3 years with firm: | \$11.00-\$24.26 | \$11.51-\$24.17 | \$17.63 | \$20.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 100% | 0% |
| Dental Insurance: | 83% | 0% |
| Vision Insurance: | 58% | 0% |
| Life Insurance: | 75% | 0% |
| Paid Sick Leave: | 67% | 0% |
| Paid Vacation: | 92% | 0% |
| Retirement Plan: | 75% | 8% |
| Child Care: | 17% | 0% |

Number of Firms responding: 12 out of 12 surveyed

FINDING QUALIFIED APPLICANTS

Almost all employers found it “very difficult” or “somewhat difficult” to find qualified experienced applicants. Some employers found it “a little difficult” or “not difficult” to find qualified experienced applicants.

Almost all employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Some employers found it “not difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 2,040

1998 Size: 2,230

New positions (6 years): 190

6 yr. Growth rate (1992-98): 9.3%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 58% |
| Newspaper Advertisements | 75% |
| In-House Promotion/Transfer | 67% |
| Unsolicited Applicants | 8% |
| Employment Agencies | 33% |
| Public Schools/Program Referrals | 0% |
| Private School Referrals | 0% |
| EDD | 8% |
| Union Hall Referrals | 17% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 8% |

FLORAL DESIGNERS - (OES 340381)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Floral Designers design and fashion live, cut, dried and artificial floral and foliar arrangements. They prepare standard arrangements or prepare arrangements at the customer's request. They make estimates of costs of arrangements, may wait on customers, and direct or instruct other workers.

Number of employers responding to survey: 17

Number of employees in responding firms: 76

Occupation Employment Levels

Almost all employers surveyed indicated that employment in this occupation "remained stable" during the last 12 months. Some employers surveyed indicated that employment in this occupation "grew" during the last 12 months. Some employers surveyed indicated that employment in this occupation "declined" during the last 12 months.

Many employers surveyed expect employment in this occupation to "grow" over the next 3 years. Most employers expect employment in this occupation to "remain stable" over the next 3 years. None of the employers surveyed expect this occupation to "decline" over the next three years.

EDUCATION

Most new hires have college credits but no degree. Many new hires have a High School diploma or equivalent.

EXPERIENCE

Almost all employers "always" require work experience. Some employers "usually" require work experience. Few employers "sometimes" require work experience. Some employers "never" substitute training for work experience. Almost all employers "sometimes" or "usually" substitute training for work experience.

Almost all employers preferred 24 months work experience as a Floral Designer.

WORK PATTERNS

Most employees are full-time with work hours averaging 40 hours per week. Some employees are part-time averaging 24 hours per week. Few employees are temporary on-call with work hours averaging 32 hours per week.

For employees hired during the last 12 months, 60% resulted from temporary positions, 34% resulted from turnover vacancies, 0% from job growth (new positions), and 6% from promotions. Many employers promote, usually into Supervisory or Management positions. Most employers do not promote.

Some (22%) employees are male. Almost all (78%) employees are female.

SKILLS

Skills needed Over the Next Three Years

TECHNICAL

Floral arranging skills
Artistic skills
Ability to prepare displays
Cash handling skills
Ability to use hand tools

PHYSICAL

Good eye-hand coordination
Physical stamina
Ability to stand continuously for 2 or more hours
Possession of good color perception

BASIC AND PERSONAL

Ability to work independently
Customer service skills
Ability to maintain good customer relations
Willingness to work part-time
Willingness to work early mornings and weekends
Willingness to work with close supervision
Ability follow written and oral instructions
Basic math skills
Ability to read and follow instructions
Ability to write legibly
Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 6% |
| Spreadsheet: | N/A |
| Database: | 6% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 12% |

WAGES

| <u>Experience</u> | <u>RANGE</u> | <u>MEDIAN</u> |
|-----------------------|----------------|---------------|
| New, no experience: | \$4.50-\$7.50 | \$6.00 |
| New, with experience: | \$5.50-\$10.00 | \$8.00 |
| 3 years with firm: | \$5.50-\$13.00 | \$10.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 12% | 0% |
| Dental Insurance: | 6% | 0% |
| Vision Insurance: | 6% | 0% |
| Life Insurance: | 0% | 0% |
| Paid Sick Leave: | 12% | 12% |
| Paid Vacation: | 35% | 12% |
| Retirement Plan: | 0% | 0% |
| Child Care: | 0% | 0% |

Number of firms responding: 8 out of 17 surveyed

FINDING QUALIFIED APPLICANTS

Almost all employers found it “very difficult” to “somewhat difficult” to find qualified experienced applicants. Some employers found it “a little difficult” to find qualified experienced applicants. Some employers, found it “not difficult” to find qualified experienced applicants.

Most employers found it “very difficult” to “somewhat difficult” find qualified inexperienced applicants. Many employers found it “not difficult” to find inexperienced applicants.

EMPLOYMENT

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 150

1998 Size: 160

New positions (6 years): 10

6 yr. Growth rate (1992-98): 6.7%

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 76% |
| Newspaper Advertisements | 65% |
| In-House Promotion/Transfer | 12% |
| Unsolicited Applicants | 18% |
| Employment Agencies | 12% |
| Public Schools/Program Referrals | 29% |
| Private School Referrals | 0% |
| EDD | 6% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

GARDNERS, GROUNDSKEEPERS - EXCEPT FARM - (OES 790300)

Data Collected Fall of 1996

CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Gardeners and Groundskeepers maintain grounds of public or private property, using hand/power tools or equipment. They may perform any combination of tasks, such as mowing, trimming, planting, watering, fertilizing, digging, raking, and sweeping. They may plan and execute small-scale landscaping operations. Additional duties may include minimal care and upkeep of buildings and equipment. They may dig and prepare graves. Groundskeepers who disseminate information to the public and patrol public parks to enforce rules and regulations and detect fires are not included in this occupation.

Number of employers responding to survey: 10

Number of employees in responding firms: 81

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Few employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Some employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Few employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. Some employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Many new hires have less than a High School diploma. Most new hires have a High School diploma or equivalent. Few new hires surveyed have Bachelor’s Degrees.

EXPERIENCE

Most employers “always” require work experience. Many other employers “usually” or “sometimes” require work experience. Most employers “usually” or “sometimes” substitute training for work experience. Some employers “never” substitute training for work experience. Few employers “always” substitute training for work experience.

From 6-12 months of experience as a Gardener or Goundskeeper is the type of experience expected in this occupation. Few employers require horticulture Certificate or a Botany Degree with an average of 36 months experience.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Few employees are part-time with work hours averaging 32 hours per week.

For employees hired during the last 12 months, 75% resulted from turnover vacancies, 0% from job growth (new positions), 25% from promotions. Most employers promote, usually into Supervisory positions. Some employers do not promote.

Almost all (96%) employees are male. Few (4%) employees are female. Most of the firms surveyed have Union employees. These employees represent (69%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to maintain equipment
- Knowledge of horticulture
- Ability to operate power hand tools
- Lawn and garden care skills
- Pruning skills
- Knowledge of gardening tools
- Knowledge of pesticides and herbicides
- Sprinkler installation skills
- Sprinkler repair skills
- Possession of a valid driver's license

PHYSICAL

- Ability to stand continuously for 2 or more hours
- Ability to lift 75 lbs. repeatedly

BASIC AND PERSONAL

- Ability to work independently
- Possession of a good DMV driving record
- Ability to interact well with others
- Willingness to work with close supervision
- Ability to follow oral instructions
- Basic math skills

Ability to read and follow instructions

Ability to write legibly

Oral communication skills

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$11.51-\$16.85 | \$4.75-\$7.50 | \$14.96 | \$6.00 |
| New, with experience: | \$11.51-\$18.00 | \$5.50-\$9.00 | \$13.75 | \$7.10 |
| 3 years with firm: | \$13.81-\$19.00 | \$7.00-\$11.00 | \$16.40 | \$8.50 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 100% | 0% |
| Dental Insurance: | 90% | 0% |
| Vision Insurance: | 80% | 0% |
| Life Insurance: | 80% | 0% |
| Paid Sick Leave: | 90% | 0% |
| Paid Vacation: | 90% | 0% |
| Retirement Plan: | 90% | 0% |
| Child Care: | 0% | 0% |

Number of Firms responding: 10 out of 10 surveyed

FINDING QUALIFIED APPLICANTS

Some employers found it “somewhat difficult” to find qualified experienced applicants. Most employers found it “a little difficult” or “not difficult” to find qualified experienced applicants.

Many employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Most employers found it “not difficult” to “a little difficult” to find qualified inexperienced applicants.

| |
|--------------------------|
| EMPLOYMENT TRENDS |
|--------------------------|

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 3,300

1998 Size: 3,650

New positions (6 years): 350

6 yr. Growth rate (1992-98): 10.6%

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 70% |
| Newspaper Advertisements | 40% |
| In-House Promotion/Transfer | 20% |
| Unsolicited Applicants | 0% |
| Employment Agencies | 10% |
| Public Schools/Program Referrals | 10% |
| Private School Referrals | 0% |
| EDD | 50% |
| Union Hall Referrals | 10% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 20% |

GUARDS AND WATCHGUARDS - (OES 630470)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Guards and Watch Guards stand guard at entrance gates or walk about premises of business or industrial establishments or private residences to prevent, violence, or infractions of rules; they guard property against fire, theft, vandalism, and illegal entry; they direct patrons or employees and answer questions relative to services of establishments. They control traffic to and from buildings and grounds.

Number of employers responding to survey: 12
Number of employees in responding firms: 1987

Occupation Employment Levels

Some employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Most employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Most employers surveyed expect employment in this occupation to “grow” over the next 3 years. Some employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Many new hires have a High School diploma or equivalent. Some new hires that work for most of the firms surveyed have college in their backgrounds. Most new hires have less than a High School diploma.

EXPERIENCE

Many employers “always” or “usually” require work experience. Few employers “sometimes” require work experience. Some other employers “never” require work experience. Most employers “sometimes” substitute training for work experience. Many employers “usually” substitute training for work experience. Few employers “always” substitute training for work experience.

From 6 to 12 months of experience as a Security Guard or 24 months in the military is the type of experience expected in this occupation. Almost all employers required a Security Guard License or a Guard Card.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Some employees are part-time with work hours averaging 25 hours per week. Few employees are temporary on-call with work hours averaging 14 hours per week.

For employees hired during the last 12 months, 49% resulted from turnover vacancies, 23% from job growth (new positions), 22% from promotions and 6% from temporary positions. Almost all employers promote, usually into Supervisory or Management positions. Few employers do not promote.

Most (76%) employees are male. Some (24%) employees are female. Few of the firms surveyed have Union employees. These employees represent 51% of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Report writing skills
- Ability to follow security protection procedures
- Ability to administer emergency first aid
- Bondable
- Ability to operate video surveillance equipment
- Security guard registration (Guard Card)
- Possession of a valid driver's license
- Ability to write effectively

PHYSICAL

- Good vision
- Good hearing
- Good physical condition
- Ability to walk for prolonged periods of time
- Ability to stand continuously for 2 or more hours
- Ability to sit continuously for 2 or more hours
- Ability to lift a least 10 lbs. repeatedly

BASIC AND PERSONAL

Ability to handle crisis situation
 Possession of a reliable vehicle
 Possession of a clean police record
 Good grooming skills
 Willingness to work with close supervision
 Willingness to work nights, weekends, and holidays
 Public contact skills
 Ability to work independently
 Adaptable
 Ability to deal effectively with difficult individuals
 Ability to interact well with others
 Ability to follow oral instructions
 Ability to read and follow instructions
 Ability to write legibly
 Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 8% |
| Spreadsheet: | N/A |
| Database: | 8% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | N/A |

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|----------------|----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$6.00-\$7.85 | \$5.50-\$14.18 | \$6.93 | \$6.50 |
| New, with experience: | \$6.50-\$7.85 | \$5.50-\$14.18 | \$7.18 | \$7.00 |
| 3 years with firm: | \$8.00-\$10.00 | \$7.00-\$15.00 | \$9.00 | \$8.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|-------------------------|-------------------------|
| Medical Insurance: | 42% | 17% |
| Dental Insurance: | 33% | 8% |
| Vision Insurance: | 25% | 8% |
| Life Insurance: | 8% | 0% |
| Paid Sick Leave: | 17% | 0% |
| Paid Vacation: | 67% | 0% |
| Retirement Plan: | 17% | 0% |
| Child Care: | 0% | 0% |

Number of firms responding: 9 out of 12 surveyed

FINDING QUALIFIED APPLICANTS

Few employers found it “very difficult” to find qualified experienced applicants. Many employers found it “somewhat difficult” to find qualified experienced applicants. Most employers, found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Almost all employers found it “very difficult” to “some what difficult” to find qualified inexperienced applicants. Some employers found it “not difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 4,410

1998 Size: 5,330

New positions (6 years): 920

6 yr. Growth rate (1992-98): 20.9%

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 100% |
| Newspaper Advertisements | 100% |
| In-House Promotion/Transfer | 17% |
| Unsolicited Applicants | 50% |
| Employment Agencies | 8% |
| Public Schools/Program Referrals | 33% |
| Private School Referrals | 42% |
| EDD | 58% |
| Union Hall Referrals | 17% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

HAZARDOUS WASTE MANAGEMENT SPECIALIST
(O.S. 168267999)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County

DESCRIPTION

Hazardous-Waste Management Specialist conduct studies on hazardous waste management projects, provide information on the treatment and containment of hazardous waste, and participate in developing hazardous waste rules and regulations to protect people and the environment.

Number of employers responding to survey: 6

Number of employees in responding firms: 32

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Some employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Some employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Many new hires have college credits but no degree. Many new hires have a Bachelor’s Degree.

Many employers “sometimes” or “never” require work experience. Many employers “usually” or “always” require work experience. Most employers “never” or “sometimes” substitute training for work experience. Some employers “usually” or “always” substitute training for work experience.

EXPERIENCE

From 12-36 months of experience as a Safety Tech or FAB Operator is the type of experience expected in this occupation.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Few employees are part-time with work hours averaging 20 hours per week.

For employees hired during the last 12 months, 50% resulted from turnover vacancies, 50% from job growth (new positions), and 0% from promotions. Almost all employers promote, usually into Management positions. Some employers do not promote.

Almost all (75%) employees are male. Some (25%) employees are female.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Ability to plan and organize the work of others
Report writing skills
Supervisory skills

PHYSICAL

Ability to sit continuously for 2 or more hours

BASIC AND PERSONAL

Ability to work independently
Ability to apply complex rules and regulations
Public contact skills
Ability to work under pressure
Ability to work with close supervision
Ability to make decisions
Ability to follow oral instructions
Basic math skills
Ability to read and follow instructions
Ability to write legibly
Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 33% |
| Spreadsheet: | 33% |
| Database: | 17% |
| Desktop Publishing: | 0% |
| Other (Data Entry, proprietary Personnel software): | 0% |

WAGES

| <u>Experience</u> | <u>RANGE</u> | <u>MEDIAN</u> |
|--------------------------|---------------------|----------------------|
| New, no experience: | \$7.00-\$14.38 | \$8.00 |
| New, with experience: | \$9.00-\$18.22 | \$13.69 |
| 3 years with firm: | \$10.00-\$26.85 | \$17.59 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|-------------------------|-------------------------|
| Medical Insurance: | 100% | 0% |
| Dental Insurance: | 100% | 0% |
| Vision Insurance: | 83% | 0% |
| Life Insurance: | 100% | 0% |
| Paid Sick Leave: | 83% | 0% |
| Paid Vacation: | 100% | 0% |
| Retirement Plan: | 83% | 0% |
| Child Care: | 0% | 0% |

Number of Firms responding: 6 out of 6 surveyed

FINDING QUALIFIED APPLICANTS

Few employers found it “somewhat difficult” to “very difficult” to find qualified experienced applicants. Almost all employers found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Few employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Almost all employers found it “not difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: N/A

1998 Size: N/A

New positions (6 years): N/A

6 yr. Growth rate (1992-98): N/A

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 50% |
| Newspaper Advertisements | 83% |
| In-House Promotion/Transfer | 33% |
| Unsolicited Applicants | 17% |
| Employment Agencies | 17% |
| Public Schools/Program Referrals | 17% |
| Private School Referrals | 17% |
| EDD | 50% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

MOBILE HEAVY EQUIPMENT MECHANICS - EXCEPT ENGINES

(OES 853140)

Data Collected Fall of 1996

CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Mobile Heavy Equipment Mechanics repair and maintain mobile mechanical, hydraulic, and pneumatic equipment, such as cranes, bulldozers, graders, conveyors, used in construction, logging, and surface mining. Occupation does not include Rail Car Repairers and Diesel Engine Specialist.

Number of employers responding to survey: 14

Number of employees in responding firms: 303

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Many employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Many employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. Few of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Most new hires have a High School diploma or equivalent. Many new hires that work for most of the firms surveyed have college in their backgrounds.

EXPERIENCE

Most employers “always” require work experience. Many employers “usually” require work experience. Some other employers “sometimes” require work experience. Almost all employers “sometimes” substitute training for work experience. Some employers “never” substitute training for work experience.

From 24 to 48 months of experience as a Heavy Equipment Mechanic is the type of experience expected in this occupation. Most of the employers surveyed required a 48 month Union Apprenticeship Program.

WORK PATTERNS

All employees are full-time with work hours averaging 41 hours per week.

For employees hired during the last 12 months, 43% resulted from turnover vacancies, 33% from job growth (new positions), 14% from promotions, and 10% resulted from temporary positions. Most employers promote, usually into Supervisory or Management positions. Some employers do not promote.

All (100%) employees are male. Most of the firms surveyed have Union employees. These employees represent 82% of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to operate electronic automotive diagnostic equipment
- Ability to repair electrical systems
- Knowledge of hydraulic systems
- Ability to repair pneumatic systems
- Hydraulic systems troubleshooting skills
- Knowledge of basic auto mechanics
- Ability to follow safe equipment operating practices
- Welding skills

PHYSICAL

- Ability to lift at least 80 lbs. repeatedly

BASIC AND PERSONAL

- Possession of mechanical aptitude
- Ability to work independently
- Ability to provide own hand tools
- Oral communication skills
- Ability to read and follow instructions
- Basic math skills
- Ability to write legibly

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|-----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$10.00-\$13.00 | \$5.00-\$11.00 | \$11.33 | \$10.24 |
| New, with experience: | \$11.91-\$28.00 | \$8.00-\$14.29 | \$22.00 | \$12.00 |
| 3 years with firm: | \$14.00-\$25.11 | \$12.00-\$18.10 | \$23.00 | \$14.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 86% | 0% |
| Dental Insurance: | 71% | 0% |
| Vision Insurance: | 64% | 0% |
| Life Insurance: | 50% | 0% |
| Paid Sick Leave: | 57% | 0% |
| Paid Vacation: | 71% | 0% |
| Retirement Plan: | 64% | 0% |
| Child care: | 0% | 0% |

Number of firms responding: 14 out of 14 surveyed

FINDING QUALIFIED APPLICANTS

Some employers found it “very difficult” to find qualified experienced applicants. Most employers found it “somewhat difficult” to find qualified experienced applicants. Some employers, found it “a little difficult” to find qualified experienced applicants.

Most employers found it “very difficult” to “somewhat difficult” to find qualified inexperienced applicants. Many employers found it “a little difficult” to “not difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 810

1998 Size: 910

New positions (6 years): 100

6 yr. Growth rate (1992-98): 12.3%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 62% |
| Newspaper Advertisements | 23% |
| In-House Promotion/Transfer | 62% |
| Unsolicited Applicants | 23% |
| Employment Agencies | 8% |
| Public Schools/Program Referrals | 8% |
| Private School Referrals | 15% |
| EDD | 8% |
| Union Hall Referrals | 38% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 8% |

MOTORCYCLE REPAIRERS - (OES 853080)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Motorcycle Repairers repair and overhaul motorcycles, motor scooters, mopeds, or similar motorized vehicles.

Number of employers responding to survey: 15

Number of employees in responding firms: 44

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Many employers surveyed indicated that employment in this occupation “grew” during the last 12 months. None of the employers surveyed indicated that employment in this occupation declined.

Most employers surveyed expect employment in this occupation to “grow” over the next 3 years. Many employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Few new hires have college credits but no degree. Almost all new hires have less than a High School diploma or a High School diploma or equivalent.

EXPERIENCE

Some employers “always” require work experience. Most employers “usually” require work experience. Some employers “sometimes” require work experience. Almost all employers “sometimes” substitute training for work experience. Few employers “never” substitute training for work experience.

Almost all employers preferred 24 months work experience as a Motorcycle Mechanic and 9-24 months Motorcycle Mechanics training.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Few employees are part-time averaging 20 hours per week.

For employees hired during the last 12 months, 58% resulted from turnover vacancies, 42% from job growth (new positions), and none from promotions. Some employers promote, usually into Manager or Service Manager positions. Most employers do not promote. All (100%) employees are male.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Proficient in Fuel Injection Systems
Proficient in Emission Controls
Understanding electronics and troubleshooting
Ability to operate electric testing systems
Knowledge of basic motorcycle mechanics

BASIC AND PERSONAL

Ability to provide own hand tools
Ability to work independently
Public contact skills
Willingness to work with close supervision
Basic math skills
Ability to read and follow instructions
Ability to write legibly
Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 13% |
| Spreadsheet: | N/A |
| Database: | N/A |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 33% |

WAGES

| <u>Experience</u> | <u>RANGE</u> | <u>MEDIAN</u> |
|-----------------------|-----------------|---------------|
| New, no experience: | \$4.75-\$12.00 | \$10.00 |
| New, with experience: | \$7.00-\$25.00 | \$12.00 |
| 3 years with firm: | \$10.00-\$45.00 | \$17.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 33% | 0% |
| Dental Insurance: | 13% | 0% |
| Vision Insurance: | 7% | 0% |
| Life Insurance: | 0% | 0% |
| Paid Sick Leave: | 20% | 0% |
| Paid Vacation: | 40% | 0% |
| Retirement Plan: | 7% | 0% |
| Child Care: | 0% | 0% |

Number of firms responding: 7 out of 15 surveyed

FINDING QUALIFIED APPLICANTS

Almost all employers found it “very difficult” to “somewhat difficult” to find qualified experienced applicants. Some employers found it “a little difficult” to find qualified experienced applicants.

Almost all employers found it “very difficult” to “somewhat difficult” find qualified inexperienced applicants. Some employers found it “a little difficult” to find inexperienced applicants.

| |
|--------------------------|
| EMPLOYMENT TRENDS |
|--------------------------|

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 50

1998 Size: 60

New positions (6 years): 10

6 yr. Growth rate (1992-98): 20%

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 47% |
| Newspaper Advertisements | 53% |
| In-House Promotion/Transfer | 7% |
| Unsolicited Applicants | 27% |
| Employment Agencies | 7% |
| Public Schools/Program Referrals | 13% |
| Private School Referrals | 20% |
| EDD | 7% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 40% |

ORDER CLERKS - MATERIALS, MERCHANDISE AND SERVICE
(OES 553230)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Order Clerks receive and process incoming orders for materials, merchandise, or services such as repairs, installations, or rental of facilities. Additional duties include informing customers of receipt of order, prices, shipping dates, delays, preparing contracts, and handling complaints. Occupation does not include workers who dispatch as well as take orders for services.

Number of employers responding to survey: 15
Number of employees in responding firms: 318

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Some employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. Few employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Few new hire have less than a High School diploma. Almost all new hires have a High School diploma or equivalent. Few new hires have college credits but no degree.

EXPERIENCE

Some employers “never” or “sometimes” require work experience. Most employers “usually” or “always” require work experience. Almost all employers “never” or “sometimes” substitute training for work experience. Some employers “usually” substitute training for work experience.

From 12- 24 months of experience as a Grocery Clerk, Order Clerk, Warehouseperson, Customer Service or General Office Clerk is the type of experience expected in this occupation.

Almost all employees are full-time with work hours averaging 40 hours per week. Some employees are part-time with work hours averaging 23 hours per week. Few employees are temporary or seasonal averaging 25-40 hours per week.

For employees hired during the last 12 months, 49% resulted from turnover vacancies, 30% from job growth (new positions), 18% from promotions, and 3% from temporary positions. Most employers promote, usually into Supervisory positions. Some employers do not promote. Most (70%) employees are male. Some (30%) employees are female. Some of the firms surveyed have Union employees. These employees represent (10%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Data entry skills
Ability to use database software
Understanding of inventory techniques
Ability to process orders for products or services
Ability to accurately record and report information
Telephone answering skills
Ability to write effectively

PHYSICAL

Ability to sit continuously for 2 or more hours

BASIC AND PERSONAL

Ability to work independently
Ability to set work priorities
Ability to work with close supervision
Ability to follow oral instructions
Basic math skills
Ability to read and follow instructions
Ability to write legibly
Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 27% |
| Spreadsheet: | 11% |
| Database: | 27% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 27% |

WAGES

| <u>Experience</u> | <u>Range</u> | <u>Median</u> |
|-----------------------|----------------|---------------|
| New, no experience: | \$4.75-\$11.51 | \$8.50 |
| New, with experience: | \$4.75-\$13.43 | \$10.00 |
| 3 years with firm: | \$4.75-\$19.18 | \$10.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 80% | 0% |
| Dental Insurance: | 73% | 0% |
| Vision Insurance: | 47% | 0% |
| Life Insurance: | 47% | 0% |
| Paid Sick Leave: | 80% | 7% |
| Paid Vacation: | 73% | 7% |
| Retirement Plan: | 40% | 7% |
| Child Care: | 7% | 6% |

Number of Firms responding: 13 out of 15 surveyed

FINDING QUALIFIED APPLICANTS

Many employers found it “somewhat difficult” to “very difficult” to find qualified experienced applicants. Most employers found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Most employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Many employers found it “not difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 2,010

1998 Size: 2,280

New positions (6 years): 270

6 yr. Growth rate (1992-98): 13.4%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 67% |
| Newspaper Advertisements | 47% |
| In-House Promotion/Transfer | 7% |
| Unsolicited Applicants | 13% |
| Employment Agencies | 13% |
| Public Schools/Program Referrals | 7% |
| Private School Referrals | 0% |
| EDD | 7% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 33% |

PEST CONTROLLERS AND ASSISTANTS - (OES 670080)

Data Collected Fall of 1996

CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Pest Controllers and Pest Control Assistants spray or release chemical solutions or toxic gases and set mechanical traps to kill pests and vermin such as mice, termites, and roaches that infest buildings and surrounding areas.

Number of employers responding to survey: 16

Number of employees in responding firms: 118

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Many employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Almost all employers surveyed expect employment in this occupation to “grow” over the next 3 years. Some employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Almost all new hires have a High School diploma or equivalent. Few new hires have college in their backgrounds.

EXPERIENCE

Most employers “always” or “usually” require work experience. Some employers “sometimes” require work experience. Some other employers “never” require work experience. Most employers “never” or “sometimes” substitute training for work experience. Many employers “usually” or “always” substitute training for work experience.

From 6 to 24 months of experience in chemical application or as service technician, is the type of experience expected in this occupation.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Few are part-time with work hours averaging 24 hours per week.

For employees hired during the last 12 months, 52% resulted from turnover vacancies, 30% from job growth (new positions), 11% from promotions, and 7% resulted from temporary positions. Almost all employers promote, usually into Supervisory or Management positions. Some employers do not promote.

Almost all (96%) employees are male. Few (4%) employees are female. Few of the firms surveyed have Union employees. These employees represent 3% of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to implement safe work practices
- Ability to estimate costs and submit bids
- Possession of a Pest Control Applicator Certificate
- Possession of a Pest Control License
- Possession of a valid Drivers License
- Ability to apply principles of hazardous & toxic disposal

PHYSICAL

- Ability to use hands, arms, and fingers
- Ability to climb ladders
- Ability to climb to high places
- Ability to tolerate dust and unpleasant odors
- Ability to tolerate fumes
- Ability to lift at least 50 lbs. repeatedly

BASIC AND PERSONAL

- Possession of a good DMV driving record
- Ability to work independently
- Public contact and interpersonal skills
- Willingness to work with close supervision
- Ability to read and follow instructions
- Basic math skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 6% |
| Spreadsheet: | N/A |
| Database: | 25% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | N/A |

WAGES

| <u>Experience</u> | <u>Range</u> | <u>Median</u> |
|-----------------------|----------------|---------------|
| New, no experience: | \$6.00-\$12.00 | \$8.53 |
| New, with experience: | \$6.71-\$15.00 | \$10.00 |
| 3 years with firm: | \$7.91-\$20.00 | \$14.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 81% | 0% |
| Dental Insurance: | 63% | 0% |
| Vision Insurance: | 31% | 0% |
| Life Insurance: | 38% | 0% |
| Paid Sick Leave: | 31% | 0% |
| Paid Vacation: | 81% | 0% |
| Retirement Plan: | 50% | 0% |
| Child care: | 0% | 0% |

Number of Firms responding: 14 out of 16 surveyed

FINDING QUALIFIED APPLICANTS

Most all employers found it “very difficult” to find qualified experienced applicants. Many employers found it “somewhat difficult” to find qualified experienced applicants. Few employers, found it “not difficult” to find qualified experienced applicants.

Some employers found it “very difficult” to find qualified inexperienced applicants. Almost all employers found it “somewhat difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 180

1998 Size: 220

New positions (6 years): 40

6 yr. Growth rate (1992-98): 22.2%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 75% |
| Newspaper Advertisements | 56% |
| In-House Promotion/Transfer | 38% |
| Unsolicited Applicants | 19% |
| Employment Agencies | 25% |
| Public Schools/Program Referrals | 19% |
| Private School Referrals | 6% |
| EDD | 25% |
| Union Hall Referrals | 6% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

PHARMACY ASSISTANTS - (OES 66026099)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Pharmacy Assistants enter prescription labels, enter prescription information into a computer record system, and perform other clerical tasks. At the direction of the pharmacist, they may also request and receive refill authorizations. They may also be known as Pharmacy Clerks .

Number of employers responding to survey: 8

Number of employees in responding firms: 298

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. None of the employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Some employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Few employers surveyed expect employment in this occupation to “grow” over the next 3 years. Almost all employers expect employment in this occupation to “remain stable” over the next 3 years. Few employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Almost all new hires have college credits but no degree. Few new hires have an Associate Degree.

EXPERIENCE

Some employers “sometimes” require work experience. Almost all employers “usually” or “always” require work experience. Almost all employers “never” or “sometimes” substitute training for work experience. Some employers “usually” substitute training for work experience.

From 9- 12 months of experience as a Pharmacy Clerk or Technician is the type of experience expected in this occupation. Almost all employers required a California State Pharmacy Technician Certificate.

WORK PATTERNS

Most employees are full-time with work hours averaging 40 hours per week. Some employees are part-time with work hours averaging 24 hours per week.

For employees hired during the last 12 months, 62% resulted from turnover vacancies, 0% from job growth (new positions), 10% from promotions, and 28% from temporary positions. Many employers promote, usually into Senior Pharmacy Technician positions. Most employers do not promote.

Most (70%) employees are male. Some (30%) employees are female. Many of the firms surveyed have Union employees. These employees represent (11%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Data entry skills
Record keeping skills
Cash handling skills
Ability to calculate weights and measurements
Ability to apply sterilization techniques
Understanding of asepsis
Understanding of pharmaceutical terms
Knowledge of medical terminology
Ability to keep track of medications and other supplies
Ability to prepare orders for additional supplies
Knowledge of drug trade names and generic names
Ability to complete and submit health insurance forms

PHYSICAL

Ability to stand continuously for 2 or more hours

BASIC AND PERSONAL

Ability to work independently
Possession of a clean police record
Public contact skills
Ability to work under pressure
Ability to work with close supervision
Ability to pay attention to detail

Willingness to work nights, weekends, and holidays
 Ability to follow oral instructions
 Basic math skills
 Ability to read and follow instructions
 Ability to write legibly

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 50% |
| Spreadsheet: | 25% |
| Database: | 38% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 25% |

| |
|--------------|
| WAGES |
|--------------|

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|-----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$10.42-\$13.90 | \$8.50-\$14.56 | \$12.90 | \$13.70 |
| New, with experience: | \$10.44-\$16.57 | \$10.25-\$15.65 | \$14.71 | \$13.35 |
| 3 years with firm: | \$11.25-\$18.16 | \$11.25-\$16.61 | \$15.91 | \$13.84 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|-------------------------|-------------------------|
| Medical Insurance: | 88% | 75% |
| Dental Insurance: | 88% | 63% |
| Vision Insurance: | 88% | 50% |
| Life Insurance: | 88% | 63% |
| Paid Sick Leave: | 88% | 75% |
| Paid Vacation: | 88% | 75% |
| Retirement Plan: | 88% | 63% |
| Child Care: | 0% | 0% |

Number of Firms responding: 8 out of 8 surveyed

FINDING QUALIFIED APPLICANTS

Many employers found it “somewhat difficult” to find qualified experienced applicants. Many employers found it “not difficult” to find qualified experienced applicants. Few employers found it “a little difficult” to find qualified experienced applicants.

Most employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Some employers found it “not difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 90

1998 Size: N/A

New positions (6 years): N/A %

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 38% |
| Newspaper Advertisements | 63% |
| In-House Promotion/Transfer | 38% |
| Unsolicited Applicants | 13% |
| Employment Agencies | 0% |
| Public Schools/Program Referrals | 25% |
| Private School Referrals | 0% |
| EDD | 25% |
| Union Hall Referrals | 13% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

PHOTOGRAPHERS - (OES 340230)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Photographers photograph persons, subjects, merchandise or other commercial products. They may develop negatives and produce finished prints. Occupation includes Scientific Photographers, Aerial Photographers, and Photojournalists.

Number of employers responding to survey: 5

Number of employees in responding firms: 7

Occupation Employment Levels

Almost all employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Many employers surveyed expect employment in this occupation to “remain stable” over the next 3 years. Many employers surveyed expect employment in this occupation to “grow” over the next 3 years. Few employers surveyed expect employment to “decline” over the next 3 years.

EDUCATION

Almost all new hires have a High School diploma or equivalent. Some new hires that work for most of the firms surveyed have college in their backgrounds

EXPERIENCE

All employers “always” or “usually” require work experience. All employers “sometimes” or “never” substitute training for work experience.

All employers preferred familiarization with all aspects of photo development with an average of 12 months work experience.

WORK PATTERNS

Most employees are full-time with work hours averaging 38 hours per week. Some employees are part-time with work hours averaging 30 hours per week.

For employees hired during the last 12 months, 25% resulted from temporary hires, 25% from turnover vacancies, 25% from job growth (new positions), and 25% from promotions. Most employers promote, usually into Supervisory or Management positions. Some employers do not promote.

Most (57%) employees are male. Many (43%) are female.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to use film developing equipment
- Ability to follow darkroom procedures
- Ability to write effectively
- Ability to operate a still camera
- Ability to operate video cameras
- Ability to apply photographic lighting techniques and use filters

PHYSICAL

- Ability to sit continuously for 2 or more hours
- Ability to use hands, arms and fingers
- Good vision
- Possession of good color perception
- Ability to lift at least 50 lbs. repeatedly

BASIC AND PERSONAL

- Possession of a reliable vehicle
- Willingness to work with close supervision
- Willingness to work on-call
- Willingness to work part-time
- Willingness to work irregular hours
- Imagination and creativity
- Public contact skills
- Ability to work independently
- Interpersonal skills
- Ability to work under pressure

Basic math skills
 Ability to read and follow instructions
 Ability to write legibly
 Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 20% |
| Spreadsheet: | N/A |
| Database: | 20% |
| Desktop Publishing: | 20% |
| Other (Data Entry, proprietary Personnel software): | N/A |

| |
|--------------|
| WAGES |
|--------------|

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> |
|-----------------------|--------------|---------|---------------|
| New, no experience: | \$7.50 | \$37.50 | \$8.88 |
| New, with experience: | \$6.50 | \$37.50 | \$9.12 |
| 3 years with firm: | \$12.00 | \$37.50 | \$14.00 |

| |
|-----------------|
| BENEFITS |
|-----------------|

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 60% | 0% |
| Dental Insurance: | 20% | 0% |
| Vision Insurance: | 20% | 0% |
| Life Insurance: | 20% | 0% |
| Paid Sick Leave: | 40% | 0% |
| Paid Vacation: | 40% | 0% |
| Retirement Plan: | 20% | 0% |
| Child Care: | 0% | 0% |

Number of firms responding: 3 out of 5 surveyed

FINDING QUALIFIED APPLICANTS

Many employers found it “somewhat difficult” to “very difficult” to find qualified experienced applicants. Most employers found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Most employers found it “somewhat difficult” to “very difficult” to find qualified inexperienced applicants. Many employers found it “not difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 200

1998 Size: 230

New positions (6 years): 30

6 yr. Growth rate (1992-98): 15%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 0% |
| Newspaper Advertisements | 60% |
| In-House Promotion/Transfer | 20% |
| Unsolicited Applicants | 20% |
| Employment Agencies | 0% |
| Public Schools/Program Referrals | 0% |
| Private School Referrals | 0% |
| EDD | 0% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 40% |

**PLASTIC MOLDING AND CASTING MACHINE OPERATORS AND TENDERS
(OES 919050)**

Data Collected Fall of 1996

CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Plastic Molding and Casting Machine Operators and Tenders operate or tend plastic molding machines, such as compression or injection molding machines, to mold, form, or cast plastic products to specified shape from thermoplastic materials. Workers who set up the machines are not included in this occupation.

Number of employers responding to survey: 14

Number of employees in responding firms: 419

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Many employers surveyed indicated that employment in this occupation “grew” during the last 12 months. None of the employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Many employers surveyed expect employment in this occupation to “grow” over the next 3 years. Most employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Almost all new hires have less than a High School diploma or a High School diploma or equivalent.

EXPERIENCE

Many employers “always” or “usually” require work experience. Many employers “sometimes” require work experience. Some other employers “never” require work experience. Some employers “never” substitute training for work experience. Almost all employers “sometimes” or “usually” substitute training for work experience.

Almost all employers preferred 6- 24 months work experience as a Fabricator, Production Line Worker or as a Machine Operator.

WORK PATTERNS

Almost all employees are full-time with work hours averaging 40 hours per week. Few employees are part-time averaging 18 hours per week. Few employees are temporary on-call with work hours averaging 40 hours per week.

Few employees hired during the last 12 months, 74% resulted from turnover vacancies, 22% from job growth (new positions), 2% from promotions, and 2% from temporary positions. Most employers promote, usually into Supervisory or Management positions. Many employers do not promote.

Most (59%) employees are male. Many (41%) employees are female. Some of the firms surveyed have Union employees. These employees represent 8% of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to implement safe work practices
- Ability to perform assembly work
- Ability to use hand tools
- Ability to operate power hand tools
- Ability to read working drawings
- Ability to operate computerized equipment
- Ability to read blueprints

PHYSICAL

- Good eye-hand coordination
- Manual dexterity
- Ability to stand continuously for 2 or more hours

BASIC AND PERSONAL

- Ability to work independently
- Possession of mechanical aptitude
- Willingness to work with close supervision
- Ability to read and follow written instructions
- Basic math skills
- Ability to follow oral instructions

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | N/A |
| Spreadsheet: | N/A |
| Database: | 7% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 43% |

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$6.50-\$8.25 | \$4.75-\$8.00 | \$7.38 | \$6.38 |
| New, with experience: | \$6.00-\$10.34 | \$4.75-\$14.00 | \$7.25 | \$7.25 |
| 3 years with firm: | \$10.00-\$14.59 | \$7.50-\$20.00 | \$12.50 | \$11.50 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 100% | 0% |
| Dental Insurance: | 79% | 0% |
| Vision Insurance: | 36% | 0% |
| Life Insurance: | 43% | 0% |
| Paid Sick Leave: | 57% | 0% |
| Paid Vacation: | 86% | 0% |
| Retirement Plan: | 43% | 7% |
| Child Care: | 0% | 0% |

Number of firms responding: 14 out of 14 surveyed

FINDING QUALIFIED APPLICANTS

Most all employers found it “very difficult” to “somewhat difficult” to find qualified experienced applicants. Some employers found “a little difficult” to find qualified experienced applicants. Some employers, found it “not difficult” to find qualified experienced applicants.

Many employers found it “very difficult” to find qualified inexperienced applicants. Some employers found it “some what difficult” to “a little difficult” to find qualified inexperienced applicants. Some employers found it “not difficult” to find inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 220

1998 Size: N/A

New positions (6 years): N/A

6 yr. Growth rate (1992-98): N/A

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 36% |
| Newspaper Advertisements | 71% |
| In-House Promotion/Transfer | 14% |
| Unsolicited Applicants | 14% |
| Employment Agencies | 29% |
| Public Schools/Program Referrals | 7% |
| Private School Referrals | 7% |
| EDD | 14% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 14% |

SURGICAL TECHNICIANS - (OES 329280)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Surgical Technicians assist the surgical team during surgical procedures and in the preparation for surgery. Under the direct supervision of a Registered Nurse, they arrange sterile setups, count sponges, needles, and instruments before and during surgery, check the operation of equipment, and clean and restock the operating room. They may pass instruments and supplies to surgeons, and may assist in transporting, positioning, prepping, and draping patients for surgery. They may be known as Surgical Technologists. This occupation does not include Surgical Assistants who perform such tasks as retracting tissue, suturing skin, and suctioning blood during surgery.

Number of employers responding to survey: 16
Number of employees in responding firms: 174

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some employers surveyed indicated that employment in this occupation “grew” during the last 12 months. None of the employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Most employers surveyed expect employment in this occupation to “grow” over the next 3 years. Many employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Most new hires have a High School diploma or equivalent. Some new hires have done college work but did not gain a degree. Some new hires surveyed have Associate or Bachelor’s Degrees.

EXPERIENCE

Most employers “always” require work experience. Many employers “usually” or “sometimes” require work experience. Almost all employers “never” or “sometimes” substitute training for work experience. Some employers “usually” substitute training for work experience.

From 12-36 months of experience as an Operating Room Technician or as a Surgical Technician is the type of experience expected in this occupation. Most employers required Surgical Technician or Operating Room Technician Certification.

WORK PATTERNS

Most employees are full-time with work hours averaging 40 hours per week. Some employees are part-time averaging 25 hours per week. Some employees are temporary on-call with work hours averaging 17 hours per week.

For employees hired during the last 12 months, 32% resulted from turnover vacancies, 35% from job growth (new positions), 29% from promotions and 3% from temporary positions. Most employers promote, usually into Supervisory or Head Technician positions. Many employers do not promote.

Most (52%) employees are male. Many (48%) employees are female. Many of the firms surveyed have Union employees. These employees represent (38%) of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Knowledge of new procedures using Endoscopes
- Knowledge of physiology
- Knowledge of anatomy
- Ability to follow emergency procedures
- Instrument sterilization skills
- Infection control skills
- Understanding of asepsis
- Knowledge of medical terminology
- Ability to apply transferring techniques moving patients

PHYSICAL

- Manual dexterity
- Ability to stand and sit continuously for 2 or more hours
- Ability to lift 50 lbs. repeatedly

BASIC AND PERSONAL

- Organizational skills
- Ability to relate to patients
- Willingness to work with close supervision
- Willingness to work nights, weekends and holidays

Ability to work as part of a team
 Willingness to work overtime
 Ability to work independently
 Good written and oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 13% |
| Spreadsheet: | 6% |
| Database: | 13% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 6% |

| |
|--------------|
| WAGES |
|--------------|

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|-----------------|-------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$15.34-\$16.71 | \$9-\$17.54 | \$16.14 | \$14.31 |
| New, with experience: | \$14.43-\$19.81 | \$9-\$27 | \$16.65 | \$17.50 |
| 3 years with firm: | \$16.83-\$28.77 | \$11-\$29 | \$17.72 | \$18.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 100% | 56% |
| Dental Insurance: | 100% | 50% |
| Vision Insurance: | 81% | 38% |
| Life Insurance: | 88% | 44% |
| Paid Sick Leave: | 94% | 50% |
| Paid Vacation: | 100% | 50% |
| Retirement Plan: | 75% | 31% |
| Child Care: | 0% | 0% |

Number of firms responding: 16 out of 16 surveyed

FINDING QUALIFIED APPLICANTS

Many employers found it “very difficult” or “somewhat difficult” to find qualified experienced applicants. Most employers found it “a little difficult” or “not difficult” to find qualified experienced applicants.

Most employers found it “very difficult” or “somewhat difficult” to find qualified inexperienced applicants. Many employers found it “a little difficult” to “not difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 160

1998 Size: 181

New positions (6 years): 21

6 yr. Growth rate (1992-98): 9%

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 81% |
| Newspaper Advertisements | 69% |
| In-House Promotion/Transfer | 38% |
| Unsolicited Applicants | 44% |
| Employment Agencies | 38% |
| Public Schools/Program Referrals | 25% |
| Private School Referrals | 13% |
| EDD | 13% |
| Union Hall Referrals | 6% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

TAXI DRIVERS AND CHAUFFERS - (OES 971140)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Taxi Drivers and Chauffeurs drive automobiles, limousines, custom built sedans, or hearses to transport passengers or cargo. They may drive automobiles for delivery. Occupation does not include Ambulance Drivers and Bus Drivers.

Number of employers responding to survey: 15

Number of employees in responding firms: 211

Occupation Employment Levels

Most employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Many employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Most employers surveyed expect employment in this occupation to “grow” over the next 3 years. Many employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

DESCRIPTION

Many new hires have a High School diploma or equivalent. Most new hires have college in their backgrounds.

EXPERIENCE

Most employers “always” or “usually” require work experience. Many employers “sometimes” require work experience. Few other employers “never” require work experience. Almost all employers “never” or “sometimes” substitute training for work experience. Some employers “usually” or “always” substitute training for work experience.

From 6 to 36 months of experience as a Funeral Director, Bellman/ Valet/ Doorperson, or Taxi related position is the type of experience expected in this occupation.

WORK PATTERNS

Most employees are full-time with work hours averaging 40 hours per week. Some are part-time with work hours averaging 22 hours per week. Few employees are temporary on-call with work hours averaging 11 hours per week.

For employees hired during the last 12 months, 40% resulted from turnover vacancies, 30% from job growth (new positions), 18% from promotions, and 12% resulted from temporary positions. Almost all employers promote, usually into Supervisory or Management positions. Some employers do not promote.

Almost all (80%) employees are male. Some (20%) employees are female. Some of the firms surveyed have Union employees. These employees represent 6% of the employment in the surveyed firms.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

Map reading

Knowledge of local streets

BASIC AND PERSONAL

Possession of a good DMV driving record

Ability to work independently

Public contact and interpersonal skills

Ability to read and follow instructions

Basic math skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 13% |
| Spreadsheet: | 6% |
| Database: | 0% |
| Desktop Publishing: | 6% |
| Other (Data Entry, proprietary Personnel software): | 20% |

WAGES

| <u>Experience</u> | <u>Range</u> | | <u>Median</u> | |
|-----------------------|---------------|----------------|---------------|-----------|
| | UNION | NON-UNION | UNION | NON-UNION |
| New, no experience: | \$5.11-\$5.25 | \$4.75-\$9.59 | \$5.18 | \$7.00 |
| New, with experience: | \$5.25-\$6.38 | \$5.25-\$11.51 | \$5.82 | \$8.13 |
| 3 years with firm: | \$5.25-\$6.38 | \$5.25-\$15.00 | \$5.82 | \$9.88 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 73% | 13% |
| Dental Insurance: | 67% | 13% |
| Vision Insurance: | 53% | 13% |
| Life Insurance: | 47% | 13% |
| Paid Sick Leave: | 53% | 13% |
| Paid Vacation: | 67% | 13% |
| Retirement Plan: | 40% | 13% |
| Child care: | 7% | 0% |

Number of firms responding: 12 out of 15 surveyed

FINDING QUALIFIED APPLICANTS

Some employers found it “very difficult” to find qualified experienced applicants. Many employers found it “somewhat difficult” to find qualified experienced applicants. Some employers, found it “not difficult” to “a little difficult” to find qualified experienced applicants.

Most employers found it “very difficult” to find qualified inexperienced applicants. Many employers found it “somewhat difficult” to “a little difficult” to find qualified inexperienced applicants.

| |
|--------------------------|
| EMPLOYMENT TRENDS |
|--------------------------|

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 100

1998 Size: N/A

New positions (6 years): N/A

6 yr. Growth rate (1992-98): N/A

| |
|--------------------|
| RECRUITMENT |
|--------------------|

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 60% |
| Newspaper Advertisements | 73% |
| In-House Promotion/Transfer | 40% |
| Unsolicited Applicants | 27% |
| Employment Agencies | 20% |
| Public Schools/Program Referrals | 20% |
| Private School Referrals | 20% |
| EDD | 40% |
| Union Hall Referrals | 7% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 0% |

TRAVEL AGENTS - (OES 430210)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Travel Agents plan entire trips for customers of their travel agency. Their duties include determining destinations, modes of transportation, travel dates, costs, accommodations required, and planning, describing, or selling itinerary package tours. Travel Agents may specialize in foreign or domestic service, individual or group travel, specific geographical area, airplane charters, or package tours.

Number of employers responding to survey: 14

Number of employees in responding firms: 131

Occupation Employment Levels

Almost all employers surveyed indicated that employment in this occupation “remained stable” or “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Most employers surveyed expect employment in this occupation to “grow” over the next 3 years. Some employers expect employment in this occupation to “remain stable” over the next 3 years. Few employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Some new hires have college credits but no degree. Many new hires have a High School diploma or equivalent. Some new hires have a Bachelor’s Degree.

EXPERIENCE

Some employers “sometimes” require work experience. Most employers “usually” require work experience. Almost all employers “sometimes” or “usually” substitute training for work experience.

Almost all employers preferred 6-30 months work experience as a Travel Agent. Few employers preferred 6 months experience as a Travel Agent Assistant or a Travel Agency Receptionist. Almost all employers require a Certificate of Completion from a Certified Travel Agent School.

WORK PATTERNS

Most employees are full-time with work hours averaging 40 hours per week. Many employees are part-time averaging 26 hours per week. Few employees are temporary on-call with work hours averaging 13 hours per week.

For employees hired during the last 12 months, 7% resulted from temporary positions, 45% resulted from turnover vacancies, 38% from job growth (new positions), and 10% from promotions. Almost all employers promote, usually into Senior Agent or Management positions. Few employers do not promote.

Some (18%) employees are male. Almost all (82%) employees are female.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to apply sales techniques
- Record keeping skills
- Ability to use Sabre
- Ability to use Apollo
- Telephone answering skills
- Ability to write effectively
- Certified Travel Consultant
- Ability to type at 30 wpm

PHYSICAL

- Ability to sit continuously for 2 or more hours

BASIC AND PERSONAL

- Understanding of a variety of cultures
- Ability to work independently
- Public contact skills
- Ability to maintain good customer relations
- Willingness to work weekends and holidays
- Willingness to work with close supervision
- Ability to read and follow written instructions
- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 21% |
| Spreadsheet: | N/A |
| Database: | 29% |
| Desktop Publishing: | 7% |
| Other (Data Entry, proprietary Personnel software): | 71% |

WAGES

| <u>Experience</u> | <u>RANGE</u> | <u>MEDIAN</u> |
|--------------------------|---------------------|----------------------|
| New, no experience: | \$5.75-\$8.63 | \$7.00 |
| New, with experience: | \$7.00-\$12.00 | \$10.00 |
| 3 years with firm: | \$10.00-\$15.00 | \$12.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|-------------------------|-------------------------|
| Medical Insurance: | 86% | 21% |
| Dental Insurance: | 29% | 21% |
| Vision Insurance: | 14% | 7% |
| Life Insurance: | 7% | 0% |
| Paid Sick Leave: | 71% | 21% |
| Paid Vacation: | 93% | 21% |
| Retirement Plan: | 7% | 0% |
| Child Care: | 0% | 0% |

Number of firms responding: 13 out of 14 surveyed

FINDING QUALIFIED APPLICANTS

Most employers found it “very difficult” to “somewhat difficult” to find qualified experienced applicants. Some employers found it “a little difficult” to find qualified experienced applicants. Few employers, found it “not difficult” to find qualified experienced applicants.

Many employers found it “very difficult” to “somewhat difficult” to find qualified inexperienced applicants. Many employers found it “a little difficult” to find inexperienced applicants. Some employers found it “not difficult” to find inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: 600

1998 Size: 640

New positions (6 years): 40

6 yr. Growth rate (1992-98): 6.7%

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|-----------------------|
| Current Employee Referrals | 71% |
| Newspaper Advertisements | 50% |
| In-House Promotion/Transfer | 29% |
| Unsolicited Applicants | 29% |
| Employment Agencies | 7% |
| Public Schools/Program Referrals | 29% |
| Private School Referrals | 29% |
| EDD | 0% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 7% |

VETERINARY TECHNICIANS AND TECHNOLOGIST - (OES 329510)
Data Collected Fall of 1996
CCOIS/Occupational Outlook - Alameda County 1996

DESCRIPTION

Veterinary Technicians and Technologists perform medical tests in a laboratory environment for use in the treatment and diagnosis of diseases in animals. They prepare vaccines and serums for prevention of diseases. They prepare tissue samples, take blood samples, and execute laboratory test such as urinalysis and blood counts. They clean and sterilize instruments and materials and maintain equipment and machines.

Number of employers responding to survey: 16

Number of employees in responding firms: 84

Occupation Employment Levels

Almost all employers surveyed indicated that employment in this occupation “remained stable” during the last 12 months. Some employers surveyed indicated that employment in this occupation “grew” during the last 12 months. Few employers surveyed indicated that employment in this occupation “declined” during the last 12 months.

Few employers surveyed expect employment in this occupation to “grow” over the next 3 years. Almost all employers expect employment in this occupation to “remain stable” over the next 3 years. None of the employers surveyed expect this occupation to “decline” over the next three years.

EDUCATION

Most new hires have a High School diploma or equivalent. Many new hires have college in their backgrounds, but no degree.

EXPERIENCE

Many employers “always” or “usually” require work experience. Most employers “sometimes” require work experience. Few other employers “never” require work experience. Almost all employers “sometimes” substitute training for work experience. Some employers “usually” or “always” substitute training for work experience.

Most employers preferred 12 months of experience as a Veterinary Technician and a Registered Veterinary Technician State License as the types of employment and training experience expected in this occupation.

WORK PATTERNS

Most employees are full-time with work hours averaging 40 hours per week. Some employees are part-time with work hours averaging 24 hours per week.

For employees hired during the last 12 months, 65% resulted from turnover vacancies, 10% from job growth (new positions), 6% from promotions and 19% are temporary appointments. Most employers promote, usually into Supervisory or Management positions. Many employers do not promote.

Almost all (82%) employees are female. Some (18%) employees are male.

SKILLS

Skills Needed Over the Next Three Years

TECHNICAL

- Ability to follow laboratory procedures
- Ability to perform routine laboratory tasks
- Instrument sterilization skills
- Ability to administer emergency first aid
- Blood drawing skills
- Ability to accurately record and report information
- Ability to write effectively and legibly
- Knowledge of medical terminology
- Ability to produce radiographs

PHYSICAL

- Good eye-hand coordination
- Good physical condition
- Possession of emotional stability
- Ability to lift at least 50 lbs. Repeatedly

BASIC AND PERSONAL

- Oral Communication Skills
- Willingness to work with close supervision
- Willingness to work nights, weekends, and holidays
- Ability to work as part of a team

Public contact skills

Ability to work independently and under pressure

Basic math and reading skills

Computer Skills Required:

| | |
|---|-----|
| Word Processing: | 25% |
| Spreadsheet: | N/A |
| Database: | 19% |
| Desktop Publishing: | N/A |
| Other (Data Entry, proprietary Personnel software): | 25% |

WAGES

| <u>Experience</u> | <u>Range</u> | <u>Median</u> |
|-----------------------|--------------|---------------|
| New, no experience: | \$5-\$9.21 | \$6.50 |
| New, with experience: | \$7-\$11 | \$8.75 |
| 3 years with firm: | \$9-\$14 | \$12.00 |

BENEFITS

| | <u>Full-Time</u> | <u>Part-Time</u> |
|--------------------|------------------|------------------|
| Medical Insurance: | 88% | 13% |
| Dental Insurance: | 38% | 0% |
| Vision Insurance: | 13% | 0% |
| Life Insurance: | 19% | 0% |
| Paid Sick Leave: | 50% | 13% |
| Paid Vacation: | 81% | 13% |
| Retirement Plan: | 13% | 0% |
| Child Care: | 0% | 0% |

Number of firms responding: 16 out of 16 surveyed

FINDING QUALIFIED APPLICANTS

Some employers found it “very difficult” to find qualified experienced applicants. Most employers found it “somewhat difficult” to find qualified experienced applicants. Few employers, found it “not difficult” or a “little difficult” to find qualified experienced applicants.

Some employers found it “very difficult” to find qualified inexperienced applicants. Most employers found it “some what difficult” to “a little difficult” to find qualified inexperienced applicants.

EMPLOYMENT TRENDS

Projected average job growth rate - Alameda County - 1992-1998: 8.1%

EDD Occupation Projections - Alameda County 1992-1998:

1992 Size: N/A

1998 Size: N/A

New positions (6 years): N/A

6 yr. Growth rate (1992-98): N/A

RECRUITMENT

| <u>Method</u> | <u>% of Employers</u> |
|---|------------------------------|
| Current Employee Referrals | 31% |
| Newspaper Advertisements | 69% |
| In-House Promotion/Transfer | 25% |
| Unsolicited Applicants | 19% |
| Employment Agencies | 0% |
| Public Schools/Program Referrals | 31% |
| Private School Referrals | 19% |
| EDD | 13% |
| Union Hall Referrals | 0% |
| Other (Internet, Personal Referrals, Trade Publications, Civil Service) | 31% |

APPENDIX A

PROGRAM METHODOLOGY:

The process for selecting an occupation, developing the survey instrument, analyzing the data and preparing the Occupational Outlook report usually takes approximately 12-18 months to complete.

DEFINITION OF OCCUPATION:

An occupation is the name or title of a job that identifies the various activities and functions of a worker. The method for classifying jobs used in this program is the Occupational Employment Statistics (OES) classification system developed by the U.S. Department of Labor's Bureau of Labor Statistics (BLS). BLS uses the OES classification system nationwide to study staffing patterns within industries. Examples of occupational titles include Travel Agents, Pest Controllers and Veterinary Technicians.

OCCUPATIONAL SELECTION:

The selection of occupations to be surveyed begins with the development of goals that local training providers would like to see met in the report. These goals were developed by OPIC staff with the assistance of many of the local providers (Employment Training Coalition, Regional Occupational Programs, etc.) that will ultimately use the information. The process for selecting occupations began with a community meeting held with local partners, project staff, EDD and other interested parties to recommend occupations to be surveyed. The following processes were developed for occupational selection:

1. The top 100 occupations in projected growth over the next four years were selected from EDD's Projections of Employment 1992-1998 by OPIC for the preliminary list.
2. All occupations that did not have distinct OES codes were removed from the list.
3. Occupations requested by community representatives, either during the community meeting or afterwards, were added to the list. However, occupations that were requested during the community meeting that do not have an OES code were excluded from the list.
4. An attempt was made to give special consideration to the occupations requested during the community meeting.
5. LMID reviewed and approved the list of occupations.

SURVEY SAMPLE SELECTION:

After the occupations were selected and defined, an employer sample was developed by LMID for each occupation. A major factor in drawing up the employer sample was identifying industries that employ people in a specific occupation.

An industry classification is a title for a group of firms that produce similar goods or services. An industry classification represents the economic activity in which a firm is engaged. Industries are

classified by the Standard Industrial Classification (SIC) Manual. There are nine (9) major industry groups, i.e., manufacturing, F.I.R.E. (Finance, Insurance, Real Estate), and retail trade. Every employer in the state has been assigned an SIC code based on the major product or service that they render.

EDD staff, using detailed databases of employers and occupational staffing patterns within industries, chose a representative sample of employers for each of the occupations. For example, Surgical Technicians would work for firms classified in the health services industry. The samples were carefully reviewed by OPIC and LMID staff and most employers are contacted to verify employment in the occupation, their address, willingness to participate in the survey, and the best person in their firm to contact regarding the sample. Employers were added or deleted as necessary to obtain a sample of 40 employers for each of the occupations. The total number of employers surveyed in 1996 was 274, representing 5,996 employees.

TABULATION AND RESULTS:

The survey responses were entered into a computer database from which tabulations were prepared by LMID. Data from the tables and supplemental sources were analyzed and the final occupational summaries were prepared by OPIC staff. Each occupational summary provides information on training and hiring requirements, size of the occupation, growth trends, supply/demand assessment, wages, fringe benefits, and other information. Specific employer information is and will remain confidential.